

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.61

E-19523

Max Schling Seedsmen  
New York, N.Y.

LIBRARY  
RECEIVED  
★ OCT 31 1952 ★  
U. S. Department of Agriculture

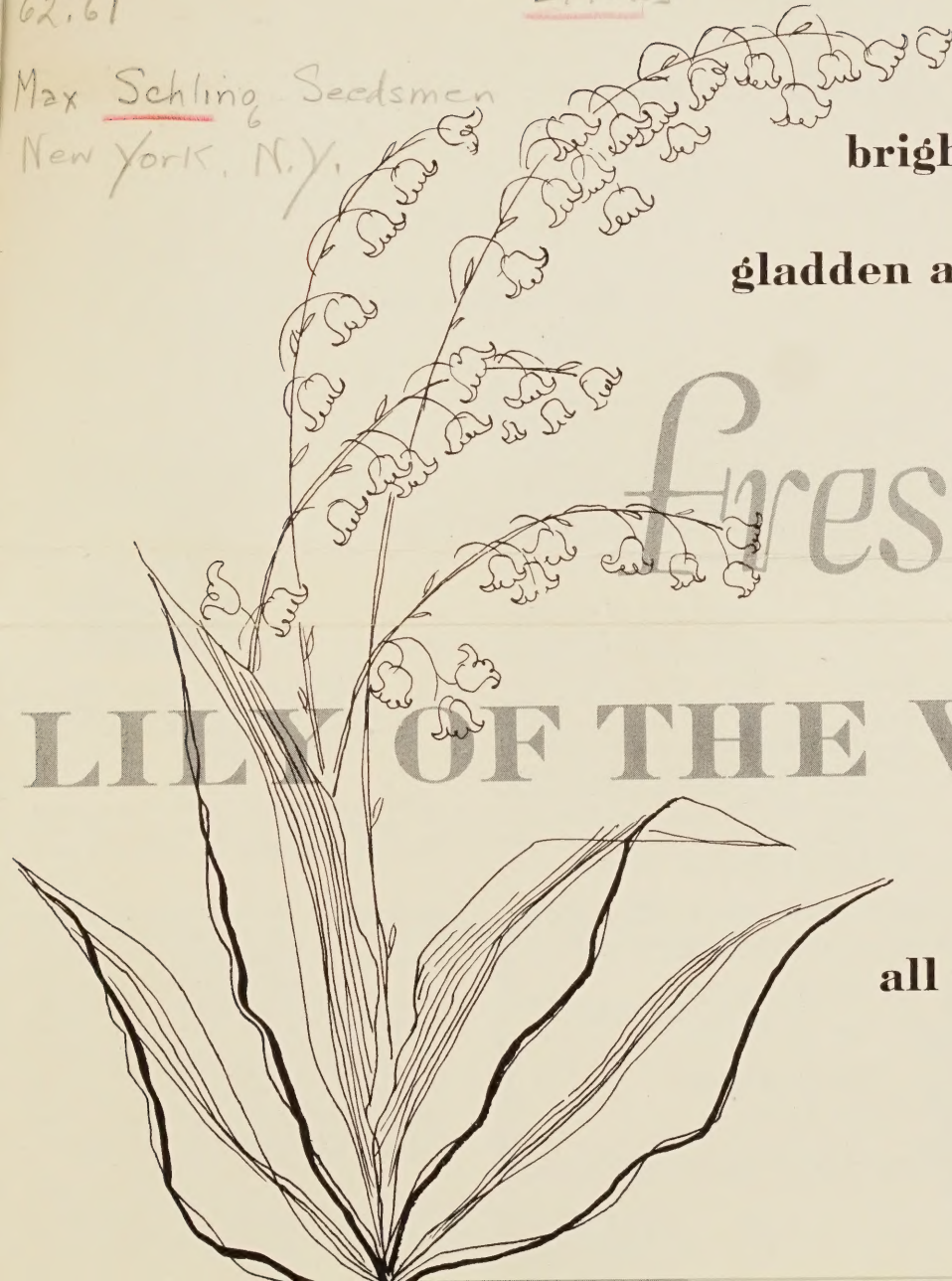
brighten your home...

gladden a friend with

*fresh*

LILY OF THE VALLEY

all winter long...





YOU ARE CORDIALLY INVITED TO BECOME A MEMBER OF THE

MAX SCHLING

# LILY-OF-THE-VALLEY CLUB

for 1952-1953

The Lily-of-the-Valley Club is a unique plan which enables flower lovers to enjoy the beauty and fragrance of exquisite Lily-of-the-Valley blooms, growing right in their own home, all through the autumn, winter and spring.

*here's how  
the plan  
operates*

Order as many Lily-of-the-Valley pips as you wish. It is best to place your entire order for the season, *all at one time*, in advance. You get the advantage of the low quantity price for club members and are assured of delivery even though our supply is limited. We will split the order as you direct. The pips, in individual lots, will be sent on the dates specified—to any address, or different addresses, according to your instructions. By this "shipment-at-intervals" plan you can have a fresh container of Lily-of-the-Valley blooming right through the season.

*the  
ideal gift  
idea*

For that special gift what could be more thoughtful and original — than a handsome container planted with choice imported Lily-of-the-Valley pips? Here's the perfect remembrance for Christmas, New Years, Valentine's Day, Mother's Day, birthdays and anniversaries.

*pips will  
bloom in a  
few short  
weeks*

All pips delivered from September to December 31st are last season's harvest, specially treated for forced blooming in 18 to 21 days. Pips shipped after December 31st, will be newly harvested and require 25 to 30 days to bring them to full bloom. As the season progresses, this growing period is gradually reduced to 21 to 25 days. Consult the table of blooming dates on the enclosed order envelope to guide you in ordering.



**a.** Plastic Pot in very attractive Bronze finish, top diameter  $4\frac{1}{4}$  inches, planted with 10 Lily-of-the-Valley pips. Complete \$3.95, postpaid.

After the blooming period is over, plant the pips outdoors in spring and they will bloom all over again the following year.

*variety of  
attractive  
containers*

We have selected a large variety of attractive, graceful bowls as containers for these pips. Of course you can order the pips alone for planting in your own container if you wish. Or successive shipments can be planted in the original container after the first planting has ceased blooming. In addition to the containers illustrated, we have a full line of oblong, square, oval and round brass containers, in excellent taste. Available, all planted, from \$12 to \$25.

## UNPLANTED LILY-OF-THE-VALLEY PIPS

12 for \$2.75

25 for \$5.25

100 for \$19.50

1 Quart Bulb Fiber 25¢  
(sufficient for planting 12 pips)





PLACE  
STAMP  
HERE

MAX SCHLING SEEDSMEN, INC.

618 MADISON AVENUE

NEW YORK 22, N. Y.

SHIP TO: \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

DATE \_\_\_\_\_

| QUANTITY | DESCRIPTION  | PRICE  | TOTAL |
|----------|--|--------|-------|
|          | A (With 10 Pips)   | \$3.95 |       |
|          | B (With 12 Pips)   | 5.95   |       |
|          | C (With 18 Pips) <input type="checkbox"/> Copper<br><input type="checkbox"/> Blood Walnut Finish<br><input type="checkbox"/> Mahogany Finish | 8.95   |       |
|          | C (With 30 Pips) <input type="checkbox"/> Copper<br><input type="checkbox"/> Blood Walnut Finish<br><input type="checkbox"/> Mahogany Finish | 12.95  |       |
|          | D (With 12 Pips)   | 6.95   |       |
|          | E (With 16 Pips) <input type="checkbox"/> Copper<br><input type="checkbox"/> Blood Walnut Finish<br><input type="checkbox"/> Mahogany Finish | 7.50   |       |
|          | F (With 33 Pips)   | 22.50  |       |
|          | G Hawaiian Orchid  | 3.00   |       |
|          | H Butterfly Orchid Slab  | 2.00   |       |
|          | Unplanted pips — 12 for  | 2.75   |       |
|          | — 25 for   | 5.25   |       |
|          | — 100 for  | 19.50  |       |
|          | TOTAL  |        | \$    |

| Ship Week of     | To Bloom                     | Ship Week of   | To Bloom                   |
|------------------|------------------------------|----------------|----------------------------|
| Sept. 29th, 1952 | Oct. 20th, 1952              | Dec. 29th      | Jan. 19th                  |
| Oct. 6th,        | Oct. 27th                    | Jan. 5th, 1953 | Feb. 2nd                   |
| Oct. 13th,       | Nov. 3rd                     | Jan. 12th      | Feb. 9th (Valentine's Day) |
| Oct. 20th,       | Nov. 10th                    | Jan. 19th      | Feb. 16th                  |
| Oct. 27th,       | Nov. 17th (Thanksgiving Day) | Jan. 26th      | Feb. 23rd                  |
| Nov. 3rd         | Nov. 24th                    | Feb. 2nd       | Mar. 2nd                   |
| Nov. 10th        | Dec. 1st                     | Feb. 9th       | Mar. 9th                   |
| Nov. 17th        | Dec. 8th                     | Feb. 16th      | Mar. 16th                  |
| Nov. 24th        | Dec. 15th                    | Feb. 23rd      | Mar. 23rd                  |
| Dec. 1st         | Dec. 22nd (Christmas)        | Mar. 2nd       | Mar. 30th (Easter)         |
| Dec. 8th         | Dec. 29th (New Years)        | Mar. 9th       | Apr. 6th                   |
| Dec. 15th        | Jan. 5th, 1953               | Mar. 16th      | Apr. 13th                  |
| Dec. 22nd        | Jan. 12th                    | Mar. 23rd      | Apr. 20th                  |
|                  |                              | Mar. 30th      | Apr. 27th                  |

I enclose ☐ CHECK ☐ MONEY ORDER ☐ CHARGE TO MY ACCOUNT

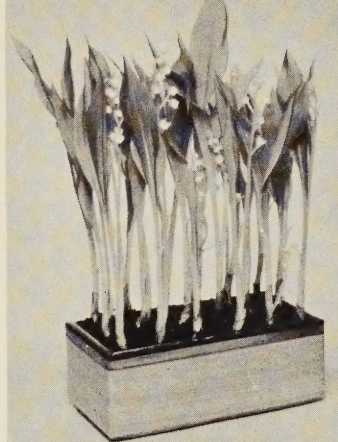
Enclose your personal gift cards with orders or if you prefer we will gladly enclose one for you. List each name and address of gift recipients separately. Sent via parcel post anywhere in the U. S. A.

LV-52-53





**b.** Classic solid copper round container, 6 inches in diameter, planted with 12 Lily-of-the-Valley pips. Complete \$5.95, postpaid.



**c.** Oblong bowl, in solid copper; or blond walnut or mahogany finished baked enamel; size 8 x 4 inches, planted with 18 pips. Complete \$8.95, postpaid. 14 x 4 inches, planted with 30 pips. Complete \$12.95.



**d.** Hexagon shaped solid copper container, new and unusual, 6 inches in diameter, planted with 12 pips. Complete \$6.95, postpaid.

## Planted containers of

various sizes and designs

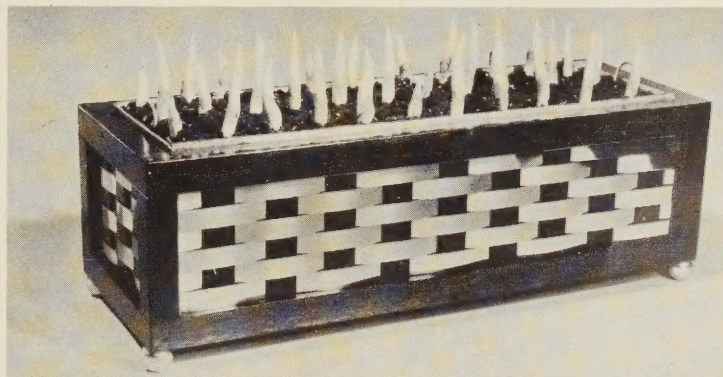
Place your entire order

*now*

because the supply  
of these fine  
Lilies-of-the-Valley  
is relatively limited.

Your directions for  
split shipments at  
specified dates will  
be carefully carried out.

**e.** Square bowl, in solid copper; or blond walnut or mahogany finished baked enamel, 5 x 5 inches, planted with 16 Lily-of-the-Valley pips. Complete \$7.50 postpaid.



**f.** Handsome decorative planter of stained oakwood in mahogany or natural finish, with gold-toned brass weave. Size 16 x 5 3/4 inches. Planted with 33 Lily-of-the-Valley pips. Complete \$22.50, postpaid.

When you receive any of the planters, pips are at the stage as shown in illustration above.



**TWO THRILLING GIFTS!**

*Orchids anyone can grow!*

**g. (top) Exquisite  
"Butterfly Orchids"**

**IN A "NATIVE" SETTING**

These *Epidendrum tampense*, ready planted, will grow dozens of exotically fragrant miniature white blooms with purple throats. Wonderfully easy to grow, a crown of 10 or more bulbs is mounted on a highly decorative oak-bark slab, ready to hang or set anywhere.

**\$2** postpaid

*Use the enclosed  
order envelope for  
forwarding your  
orders, or telephone  
ELdorado 5-3220*

**h. (lower)**

**Exotic Hawaiian Orchids**

**LAVISH IN THEIR BLOOM**

You can easily grow these exquisite Hawaiian Orchids anywhere indoors. Right through the summer they will bear dozens of exciting miniature Orchids of a lovely lilac-rose color. Bulb comes ready for planting. Fun to grow, a delight to give or own yourself. Simple instructions provided.

Shipped directly from Hawaii, **\$3** postpaid

*Allow 3 weeks delivery*

**Max Schling Seedsmen • INC.**

618 Madison Avenue, New York 22, N. Y.

